OUR FACILITIES

The PUBSNET Training Center, located in Tyngsboro, Massachusetts (about 25 miles northwest of Boston), is equipped with:
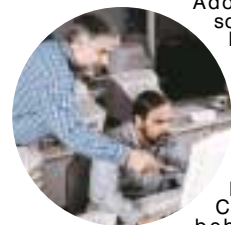
• 12 upgraded student PC workstations
• Instructor station with attached high-resolution projection system
• In-room commercial grade coffee maker, water cooler and fridge stocked with complimentary sodas!
• Our stocked library... every student picks a book free!

Our Master Series and Conferences are held at the Boston University Corporate Education Center, just a 1/4 mile away and features:

• 5 state-of-the-art meeting room, 3 large amphitheaters, and a 281-seat auditorium with folding tablet arms
• Full service corporate dining facilities
• Jogging/walking trails and 200 acres of woodlands with a pond

OUR TRAINERS ...PRACTICE WHAT THEY TEACH!

BERNARD ASCHWANDEN is an Adobe Certified Expert and Trainer with a solid background in technical documentation. Bernard also leads the PUBSNET Adobe Products Training Team. Over the past 15 years Bernard has helped hundreds of companies implement documentation solutions and has delivered Adobe products training to literally thousands of satisfied participants. He regularly presents to the FrameMaker Users Network, the Society for Technical Communications, and has presented on behalf of major software manufacturers across the United States and Canada.

JO-DEE BURBACH TULING is an established graphics designer who has been providing training to the graphics and publishing industries for almost 10 years . Her particular expertise is in teaching how best to use Adobe graphics design and layout tools, including PhotoShop, Illustrator, In-Design, PageMaker, and Acrobat. Jo-Dee brings to the classroom a powerful combination of both traditional and electronic publishing knowledge as well as a successful history of classroom instruction.

MARC CREEGHAN has been delivering software applications training on packages such as Adobe FrameMaker for over five years. He is a certified Adult Trainer and a Neuro-Linguistic Programming practitioner. Marc is also an active member of the Computer Trainers Network.

MIKE DOYLE has almost 20 years experience in the technical communications world as a writer, manager, and teacher. As a writer and manager, Mike played leadership roles in teams creating and delivering information systems on a variety of leading-edge software technologies, from image processing programming tools to transaction processing systems. His "early entry" into Web activities in 1995 has enabled Mike and his web development group to push corporate web design to new levels of excellence (view his team's work at www.theeditors.com). Mike was also the senior lecturer in the Technical Communications program at the University of Massachusetts for over 15 years.

HANS FENSTERMACHER is president and founder of ArchiText Inc., an innovative provider of language-service solutions. Born and raised in Germany, Hans is a graduate of Princeton University and holds a M.A.L.D. from the Fletcher School of Law and Diplomacy. He worked for several New York and Boston-based firms before founding ArchiText. His background includes assignments as translator/interpreter at the Olympics and Goodwill Games, and as a case study writer for the U.S. Department of Defense.

TIMOTHY GARRAND is the author of the book and CD-ROM *Writing for Multimedia and the World Wide Web* (www.interwrite.com/book). He specializes in writing and architecture for interactive media, and has written for print, film, video, multimedia, and the Web. He is a frequent lecturer on writing for multimedia at both professional gatherings and academic settings. He is the principal of Interwrite Interactive Media, and holds a Ph.D. in Communications from the University of Southern California.

SUSAN HOLBERT has been an indexing consultant for almost 20 years. She has indexed more than one hundred major books and manuals, ranging from programming textbooks to the autobiography of Rosalyn Carter. She has consulted on major indexing projects for the US government, Sun Microsystems, Lotus Development, and many other businesses and organizations. Susan also helped to design the indexing software program wINDEX. Susan received her B.A. from Wellesley College.

CHRISTY JACKSON is an Adobe Certified Expert in FrameMaker, and also teaches WebWorks Publisher. She has provided training in FrameMaker & WebWorks to many large groups and corporations including Nortel, Bombardier, and Computing Devices Canada, among others. Currently, Christy's career combines technical writing and training. Writing projects include course manuals, samples, and marketing materials. Christy has 5 years of teaching experience, and holds a BA in English literature.

DAVID LOCKE is the author of the book *Teach Yourself RoboHELP*. He has worked in the communications field for almost 20 years as a writer, manager, and teacher, specializing in online information delivery systems. David's online projects have included reference systems and application-linked help systems for a variety of cross-industry customers, including Coopers & Lybrand, Hewlett-Packard, Lucent Technologies, MetLife, the World Bank/IMF and many others. He is a regular presenter to national and regional professional societies on help authoring tools and online trends.

STEPHEN MURPHY has almost 20 years experience as a project leader, consultant, and publications training manager, and is certified by the Corporate Standard. Before launching his career as an independent consultant, Steve was Executive Director at PUBSNET, and Director of Operations for Consulting and Seminar Services for Information Mapping, Inc. before that. Steve has substantial cross-industry experience, having provided documentation and training solutions in industries from Financial Services and High Technology to Health Care and Petrochemicals. Steve has delivered a variety of papers at national STC conferences. Steve holds an M.B.A. (Rivier College, 1988).

NEIL PERLIN has twenty-one years experience in technical writing, with fifteen in training, consulting, and development for various types of online documentation including WinHelp, HTML Help, JavaHelp, web-based user assistance, and some types now known only in legend. Neil writes frequently about online documentation and is a popular speaker at regional and national STC conferences, WinWriters conferences, and other online trends conferences and seminars. Neil is a certified RoboHELP Instructor, and ForeHelp Authorized Trainer.

BRIAN SULLIVAN is the Director of Art and lead designer for The Editors, a national web design firm. Brian has 6 years experience in web site design and delivery, having launched over 60 corporate sites. Brian is also a former faculty member of the New England School of Photography, and has 15 years experience as a professional photographer and print publication designer. Brian sets himself apart from others in his field by also being at the forefront of the technologies in this field. He teaches at industry events and for such prestigious organizations as the Microsoft Front Page Users Group.

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placement + training
for technical communicators

Fall 2001
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"...in times of stress,

"educated" people

tend to come to the front."

– George Orwell

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William Horton: Designing Effective Electronic Documents
Online Trends 2001 *new*
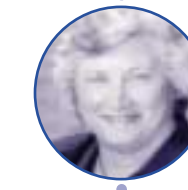
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Framemaker
Photoshop

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Dreamweaver: Basics *new*
Dreamweaver: Intermediate *new*

Creating HTML-Based Help with RoboHelp
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MASTERS SERIES

Masters Series Courses are Held at Boston University Corporate Education Center in Tyngsboro, Massachusetts... register early, space is limited!

Designing Effective Electronic Documents

William Horton has been in the forefront of electronic information design since 1971. He specializes in applying ergonomics to the task of getting information from one human brain to another.

Bill is a Fellow of the Society for Technical Communications and a winner of the ACM's Rigo Award for contributions in software documentation. He is also a prolific author, having published 5 books including *Designing and Writing Online Documentation*, and *Designing Web-Based Training*.

course date... **Nov 13-14, 2001**

2 days   Workshop $895

Participants will Learn:

• Organizing information for use online.

• Making information more accessible through well designed menus, indexes, and searching.

• Deciding when to teach and when to tell.

• Adding interactivity and feedback to your documents...and much more!

Details At:
www.pubsnet.com/masters_series.asp

Electronic Performance Support Systems

Gloria Gery is best known for developing the Electronic Performance Support Systems (EPSS) concept. She has written, spoken, and consulted extensively on developing training strategies and programs associated with enhancing organizational performance.

Gloria has authored two books (both in their 7th printing) that have become hallmarks in training performance circles: *Electronic Performance Support Systems* and *Making CBT Happen*.

course date... **Oct 15, 2001**

1 day   Workshop $499

Participants will Learn:

• Understanding the performance development problem and the current system tools and techniques available to solve those problems.

• Learning the characteristics and behavior of performance support systems.

• Understanding the emerging development process.

• Developing the business case...and much more!

Details At:
www.pubsnet.com/masters_series.asp

Online Trends 2001

Do you produce a significant amount of your information for online delivery? Is your view of the online world focused on a single tool, or a single approach? Do you know where the tools, processes, and technologies are headed??

This unique seminar allows you to hear from 4 online information experts who will each deliver 90 minute talks focusing on online trends...all in a single day.

Don't miss this opportunity to hear, question, and interact with 4 leaders in this field!

course date... **Oct 29, 2001**

1 day   Workshop $499

4 Experts deliver 90 minute talks:

• Dr. David Locke talks about *Smart Help Systems*

• Neil Perlin talks about *Structured Information: XML & Single-Sourcing Trends*

• Dr. Timothy Garrand talks about *The User Experience and Global Content Development*

• Donna Dunn of Adobe systems talks about *Going Beyond the Book: Publishing Redefined with eBooks*

Details At:
www.pubsnet.com/masters_series.asp

ADOBE PRODUCTS

COURSE	LEARN HOW TO...	DATES
FrameMaker Basics Adobe Training Team Beginner to Intermediate (3 days, $895)	• Creating FrameMaker documents, page layout, defining paragraph and character formats,font, tab, numbering, and pagination properties. • Working with graphics, anchored frames, master pages, and tables ...and much more!	SEP 24-26 OCT 29-31 DEC 3-5
FrameMaker Advanced Adobe Training Team Advanced (2 days, $795)	• Using variables, cross-references, conditional text, and working with templates. • Building books with Table of Contents and Index...and much more!	SEP 27-28 NOV 1-2 DEC 6-7
Acrobat: An Introduction Adobe Training Team Beginner to Intermediate (1 day, $399)	• Identifying the work area of a PDF document, following links, using bookmarks/thumbnails, viewing movies, reviewing notes, searching PDF files and filling out the forms. • Creating PDF documents using the PDF Writer & Distiller, and using other applications...and much more!	OCT 24
Acrobat: Intermediate Adobe Training Team Intermediate (1 day, $399)	• Generating actions upon page openings/closings, using OCR, creating and using digital signatures. • Designing and creating complex forms, formatting fields, adding actions to form fields...and much more!	OCT 25
Acrobat: Advanced Adobe Training Team Intermediate to Advanced (1 day, $399)	• Using Acrobat Catalog to create an index file for searching multiple PDFs, and to automatically maintain indexes as files are added or deleted. • Adding sound & video and embedded navigation. • Using JavaScript to perform calculations...and much more!	OCT 26
PhotoShop Basics Jo-Dee Burbach Tuling Beginner to Intermediate (2 days, $795)	• Working with various tools, views and palettes, with both vector and raster images. • Measuring color usage, creating and editing layer masks, using guides, creating clipping groups, adding adjustment layers, creating drop shadows, and working with transparencies...and much more!	OCT 22-23

WRITING, INDEXING & GLOBAL INFORMATION

COURSE	LEARN HOW TO...	DATES
The Corporate Standard (Structured Writing) Stephen Murphy (3 days, $895)	• Understanding the differences between creative and functional writing. • Taking advantage of how individuals think & learn. • Learning new tools to analyze, organize, and design information. • Producing an information design that can be used as a corporate standard for communications...and much more! ***Compare Us to Information Mapping, Inc.!!***	OCT 1-3 DEC 3-5
How to Index User Manuals & Online Information Susan Holbert (1 day, $399)	• Developing a user-oriented index. • Increasing successful hit rates and overall usability. • Creating usable master indexes. • Using indexing software efficiently...and much more!	OCT. 5 NOV. 16
Successfully Globalizing Information Hans Fenstermacher (1 day, $399)	• Understanding user profiles, multilingual production issues, typographical conventions. • Working with cultural influences. • Developing processes for identical text segments, no-information syndrome, contradictory text, noun clusters, redundancy, and unnecessary words...and much more!	OCT. 4

ONLINE

COURSE	LEARN HOW TO...	DATES
Creating HTML-Based Help with RoboHELP David Locke Beginner to Advanced (2 days, $795)	• Learning techniques for designing & developing WebHelpTM and HTML Help online information systems that are browser independent. • Creating projects, style sheets, links, popups, frames...and much more!	SEP 20-21 NOV 15-16
Web & HTML: Basics Michael Doyle Beginner (1 day, $399)	• Understanding the basic concepts of Internet protocols, HTML, URLs, and the Web. • Understanding the HTML markup language for formatting text and documents, working with images, mark-up tags and character entities, creating internal and external hyperlinks...and much more!	SEP 18 OCT 16 DEC 11
Web & HTML: Intermediate Michael Doyle Intermediate (1 day, $399)	• Working with tables for layout design, incorporating interactivity such as forms. • Creating external Cascading Style Sheets, understanding Java and Javascript, XML...and much more!	SEP 19 OCT 17 DEC 12
XML for Technical Communicators Neil Perlin Beginner to Intermediate (2 days, $795)	• Understanding XML and what is important to technical communicators. • Working with elements, attributes, entities, creating DTDs, linking to DTDs...and much more!	OCT 8-9 DEC 13-14
WebWorks: Basics Adobe Training Team Beginner to Intermediate (2 days, $795)	• Using project launcher and project wizard to create projects. • Preparing templates and mappings for conversion and designing styles...and much more!	NOV 5-6
WebWorks: Intermediate Adobe Training Team Intermediate to Advanced (2 days, $795)	• Mapping conditional text, using pass-through with conditional text to create forms, Javascript, & other demanding content. • Configuring help files to load faster, optimize search. • Using TopicAlias markers to create context-sensitive help … and much more!	NOV 7-8
Dreamweaver: Basics Brian Sullivan Beginner (2 days, $795)	• Learning the ins and outs of Dreamweaver and how to make basic pages. • Implementing basic table usage, text editing, site updating, simple JavaScript rollovers...and much more!	OCT 18-19 DEC 17-18
Dreamweaver: Intermediate Brian Sullivan Intermediate to Advanced (1 days, $399)	• Understanding site management and control through Templates and Library items. • Controlling text formatting through CSS, as well as many practical tips and tricks...and much more!	DEC 19

OUR CUSTOMERS EXPERIENCES

PUBSNET's FrameMaker class was a very informative class that was also fun to attend. The instructor effectively handled all our questions and was extremely knowledgeable on the subject.

Paul Sandore, Manager
EMC Corporation

Well worth it -- I enjoyed the course and the instructor s methods immensely. Excellent quality training!

Lisa Adams, New England Journal of Medicine

The PUBSNET instructor s thorough and patient teaching method during my FrameMaker Basics training enabled me to start editing our training materials with a much higher degree of confidence. I d had no prior experience with this type of software and this training class really clarified the basics...I look forward to taking the advanced session!

Janice Bedard, Programmer Analyst
Duracell

PUBSNET did a custom FrameMaker class for us that was outstanding. The instructor was superbly knowledgeable, very effective at teaching, and funny too. This course will save us countless hours of frustrating experimentation!

Elizabeth Michaud, Documentation Manager
Authoria, Inc.

See **www.pubsnet.com/clients.htm** *for many more testimonials*

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